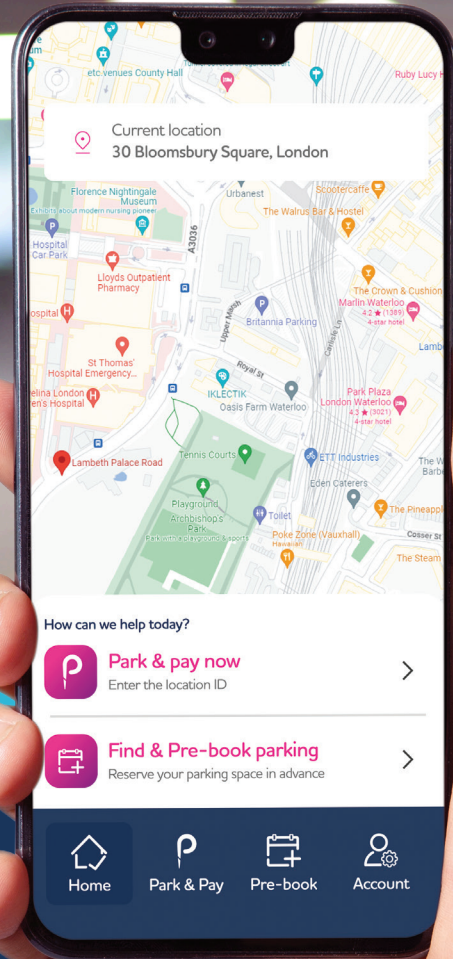


# Parkingeye

One parking partner. Infinite possibilities.



## Pre-booking

Drive 30 million vehicles to your site



Increase  
Footfall



Boost  
Revenue



Elevate  
Customer  
Satisfaction



Easily create  
listings



Support  
surrounding  
businesses



Promote  
surplus  
spaces

# Choose a provider that keeps moving forward

We are  
market leaders  
for a reason.

There are roughly  
**33 million**  
cars on the UK's roads.

Over a 6 month period we see  
**30 million**  
of these cars across our  
**4000**  
car parks.

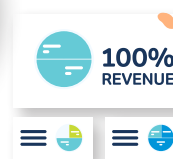
## That's a colossal amount of traffic and we're here to help drive it straight to your site.

### Pre-booking - An untapped resource

There is a constantly growing demand for parking.

Pre-booking takes your unused parking spaces and promotes them to motorists looking for parking in your area. By understanding the occupancy of your car park, we can help you to decide the appropriate number of spaces to list and empower your site to capitalise on the untapped potential of your car park.

Turn your  
surplus space  
into extra  
revenue



By driving new visitors to your car park, you can see a dramatic lift in revenue, as previously unused space and quieter periods on your site become a powerful asset for your business.

# Increase footfall and boost sales



## People looking for parking in an area could be potential new customers.

By offering space for those looking for parking in a specific area, you increase the chances of them interacting with your business, whether that is shopping or getting something to eat before beginning their return journey.

A simple and intuitive pre-booking system can promote your site to a wider audience and draw people to your business who might otherwise have parked, or shopped, elsewhere.

### How does pre-booking work?



ANPR Data reveals the potential spaces for pre-booking on your site



Those spaces are listed online



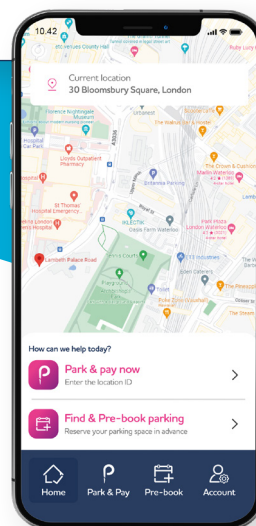
Motorists looking for parking find a space and pay for their parking in advance



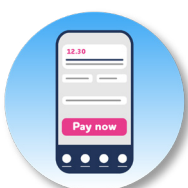
They then park on site and leave at the allotted time, their stay tracked by ANPR

## How do your customers pre-book?

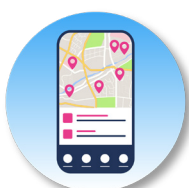
Our Evology Parking app makes it easy for anyone to search for parking and book in advance. With more sites being added all the time we are putting parking at thousands of sites right in the palm of your customer's hands.



Download Evology app



Search for available spaces



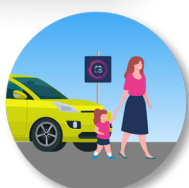
Book and pay for parking



Arrive



Park



Enjoy

For 20 years Parkingeye has been empowering businesses by helping them access the hidden revenue potential of their car parks and providing the solutions that drive new and repeat visitors to their sites.

Our revamped pre-booking solution represents the next step in this effort to improve the UK's parking and is part of our continuing growth and evolution as a business.

We use our experience and passion for parking to understand what each business we work with wants and needs to achieve with their parking. Then, we provide the right blend of technology and know-how to transform their parking, delight guests, improve services and drive stronger revenue generation.

“The pre-booking service was really simple to set up and easy for the staff to use - the simplicity and flexibility have been a real asset as we’ve had to adapt during the pandemic. The staff and board love it and there’s been some really positive feedback with the potential for it to really change the way we look at parking across the wider Trust estate.”



Royal Free London  
NHS Foundation Trust



One parking partner. Infinite possibilities.

To transform the way you approach parking, get in touch.

[www.parkingeye.co.uk/pre-booking](http://www.parkingeye.co.uk/pre-booking) | [enquiries@parkingeye.co.uk](mailto:enquiries@parkingeye.co.uk) | 01772 450 542

